



*Brown County, Indiana*  
*Video Production*

## Marketing Video Request for Proposal

The Brown County CVB is in the process of rebranding the destination including a new logo and website. The CVB would like to have professionally produced short videos that reflect the new brand: Arts, Nature, Adventure, to post on the website, YouTube and displayed at travel shows, group tours, etc. Our official website is: [browncounty.com](http://browncounty.com)

**Scope of Work:** The Brown County CVB is seeking proposals from a qualified video production firm to create a series of short videos promoting Brown County as a year-round destination. The CVB is looking for 6 themed, edited 2½ to 3 minute videos covering these niche markets: Arts, Nature, Adventure, Family, Girlfriends Getaway and Romance. The videos should tell interesting and engaging stories while being creative and fun. The successful firm will work in partnership with the CVB throughout the video process including selecting locations, talent, content and final selections.

**Proposal Content and Format:** Our budget for this project is approximately \$25,000. Your proposal should include the follow elements:

- Describe how you would tell our story in the most effective, unique and entertaining way possible.
- Details of all costs including but not limited to:
  - Pre-production: location scouting, script writing, storyboarding, meetings
  - Production: # of shooting days, lighting, directing, talent
  - Post-production: # of editing days, scoring, graphics, animation
  - Travel
- Shooting platform – P2 card, type of HD camera(s) you propose to use, 25' jib
- Process and timeline involved for production of videos.
- Brief description of the firms experience in developing tourism destination videos. Include similar projects from the last three years, video samples or links, reference contact names and phone numbers.
- If we were able to spend 25% more on this project, tell us what you would add and how it would benefit the project.
- If we had to spend 25% less on this project, tell us what you would trim and how it would affect the project.
- Carry and provide proof of insurance
- Have available personnel and resource necessary to complete the project on time and within budget.
- All B-roll and final edit video will become the sole property of the Brown County CVB.

Pending approval of the proposal, the CVB would like for work to commence sometime in August and September, final videos due October 1, 2010.

**Terms:** \_\_\_\_\_ **Offer valid for:** \_\_\_\_\_

**Pricing bid submitted by:**

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please remit to Debbie Dunbar, Director of Marketing and Communications  
Brown County Convention and Visitors Bureau, PO Box 840, Nashville, IN 47448  
812.988.3482; [ddunbar@browncounty.com](mailto:ddunbar@browncounty.com) or fax 812.988.1070 by **Friday, July 16<sup>th</sup>, 2010**